

Freelance project

CASE STUDY

Modal

A fashion-centric social media app where users can learn from others, share their outfits and knowledge, and expand their fashion experience.

- Branding
- UX Research
- UX Design
- Visual Design
- Development



ABOUT MODAL

Modal is a social media app for **fashion beginners, enthusiasts, and experts** to learn, share, and explore fashion.

THE PROBLEM

Young people at UCLA were frequently saying there is no place to ask questions or find new styles. They felt current social media didn't match their needs.

DESIGN APPROACH

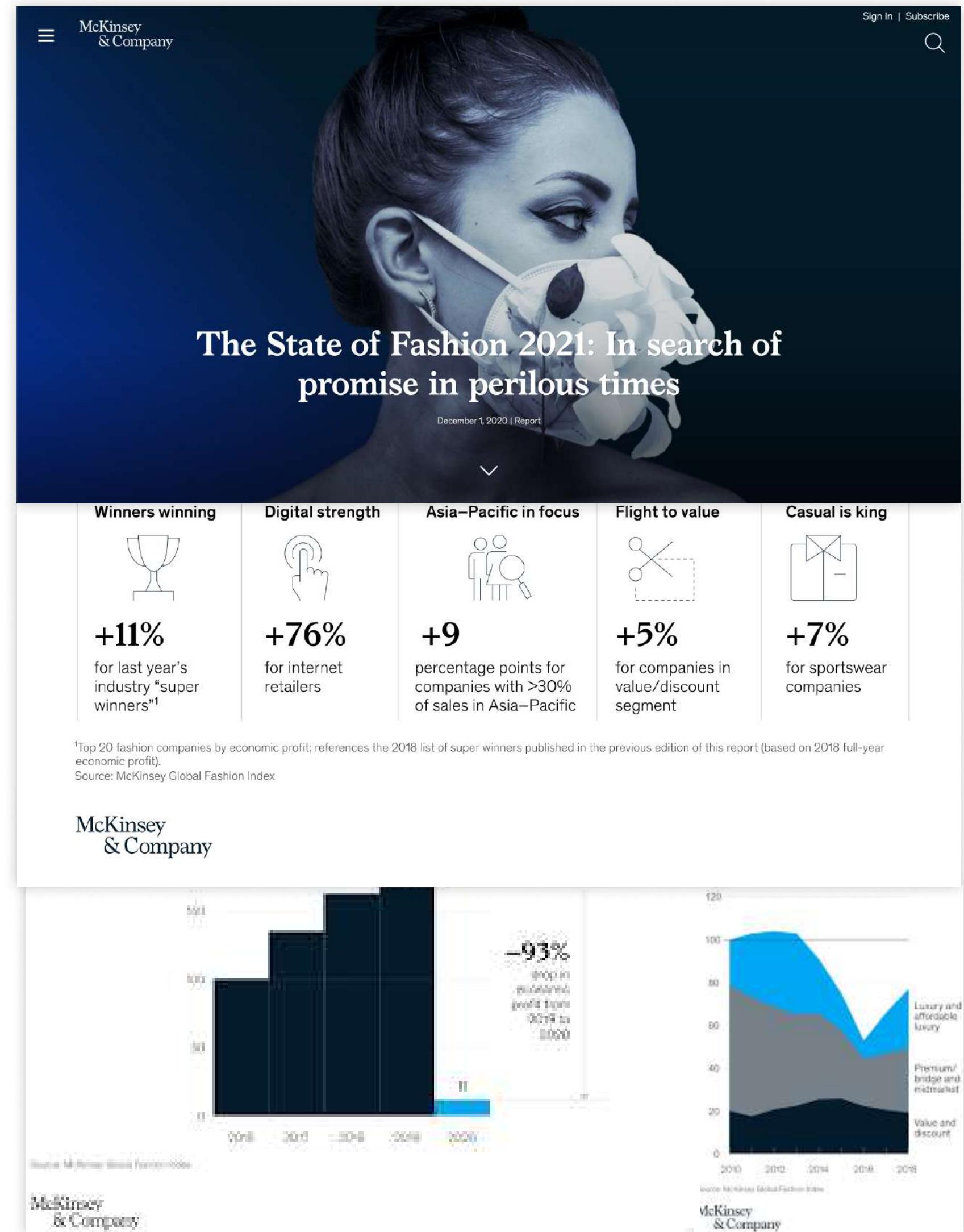
Perform market analysis and interviews to find out what the business need is.

Narrow down who our target audience is.

Use word exercises, mood boards, and competitive analysis to craft our brand.

QUANTITATIVE DATA

- Fashion is increasingly moving online, with digital retailers growing their share of the market, so our app can capitalize on this
- COVID is pushing retailers online and off of brick and mortar stores, so this is an ideal time for launch
- Both fashion and social media markets are growing fastest in Asia, making it a good place to find users



QUALITATIVE DATA

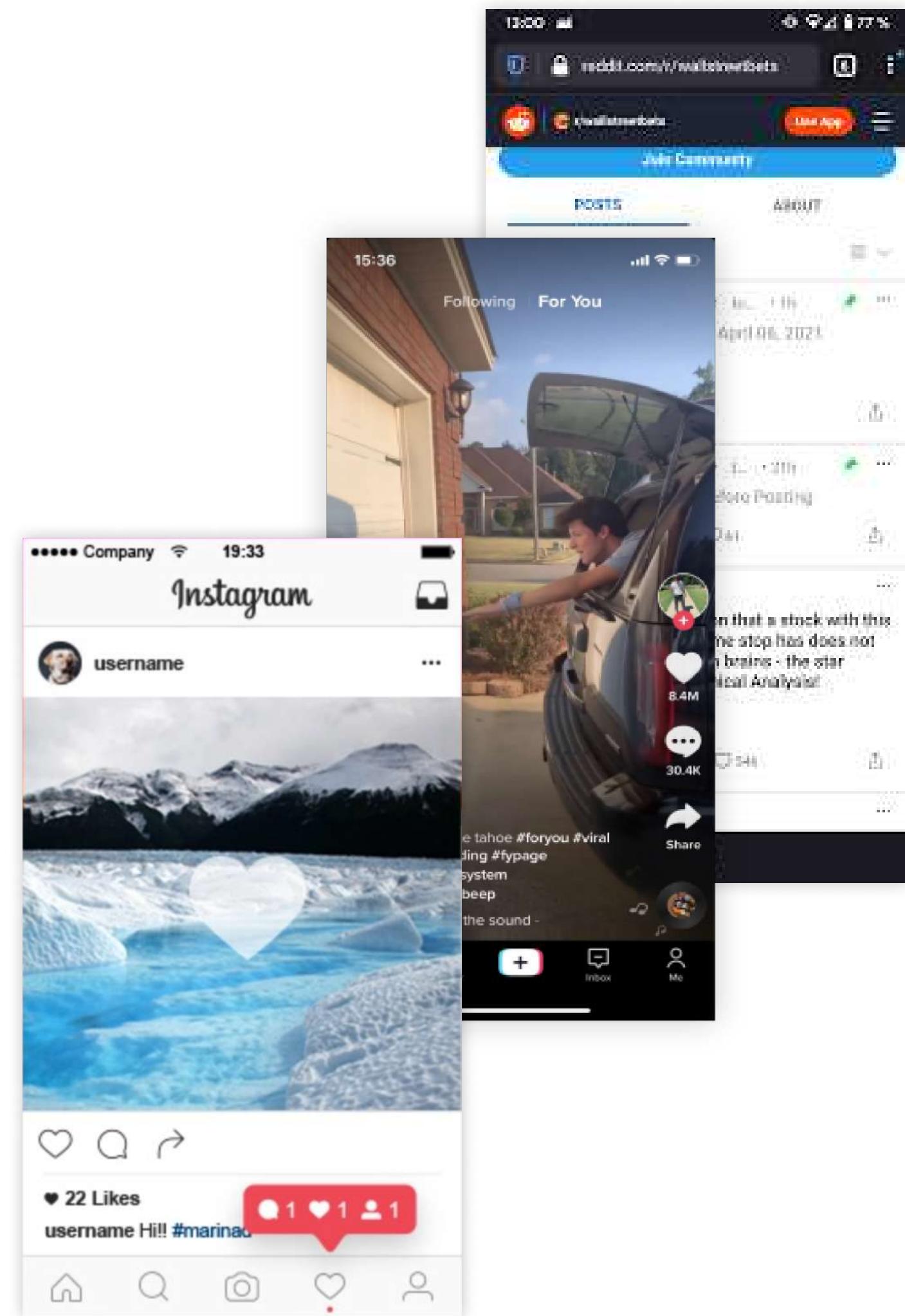
- People of all genders are equally interested in a fashion social media app
- People in all countries interviewed (US, China, Vietnam, Germany) were interested in the app
- Most interviewees felt that their questions would be ignored on currently existing social media



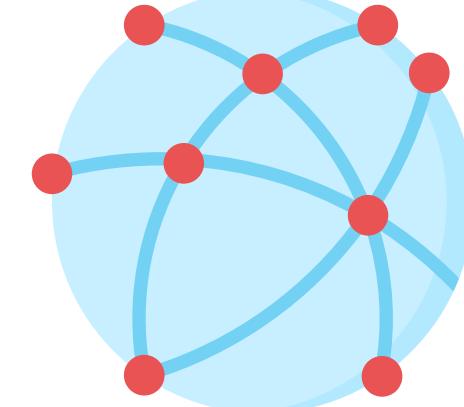
25 interviews spanning 14-56 years of age and 4 countries

COMPETITIVE ANALYSIS

- Instagram and Tiktok can't fit user needs because they are visual-focused and not discussion-focused
- Tiktok's full screen UI gives it an extremely immersive experience where users spend more time per post
- Reddit's model with users seeing all posts in a group leads to smaller users and questions being drowned out and never addressed



KEY INSIGHTS



Both text and images

Instagram and Tiktok heavily emphasize visual posts, such as images and video

Discussion is hard on Instagram and Tiktok due to being visually centered apps

Domain specificity

Viewing other users' outfit posts is not useful without some measurement metadata

Reddit model where users in the group see all posts is not useful when users search within styles

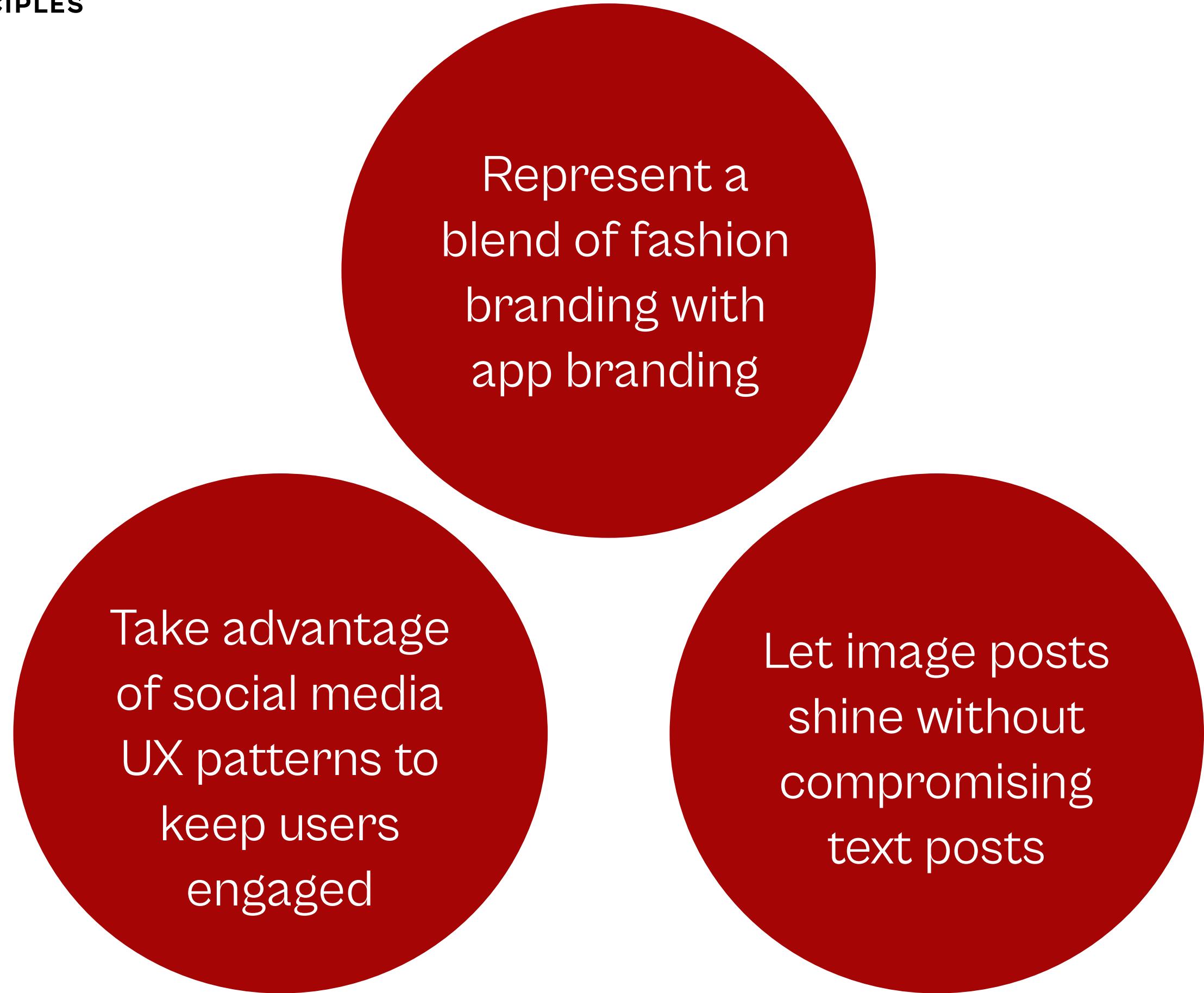
Fashion is moving online

20-30% annual growth projected for digital fashion in 2021

Stock prices have gone up 76% for internet retailers since 2020

Companies are cutting funding to stores and investing in digital

GUIDING PRINCIPLES



Guiding principles derived from insights to keep in mind going into the designing phase.

WORD EXERCISE

I worked with the team to come up with words that represent the brand that we want to have.

contemporary

human-centric

for everyone

stylish

Human-centric

Emphasis on images and imagery of humans, such as bodies and faces. This should be people who feel natural, but also refined.

Contemporary

Not limited to or too strongly reminiscent any time period, like Bauhaus, classic French fashion, Victorian, art deco, Gothic

For everyone

Should be accessible to all people, unlike some brands like Gucci. A brand that has universal appeal, like Uniqlo.

Stylish

Don't be like everyone else. We want to come off strong and avoid experiences users find typical or bland.

NAME

contemporary

Modal

for everyone

A modern textile often used to blend with other fabrics to give a high-end feel with its lightness.

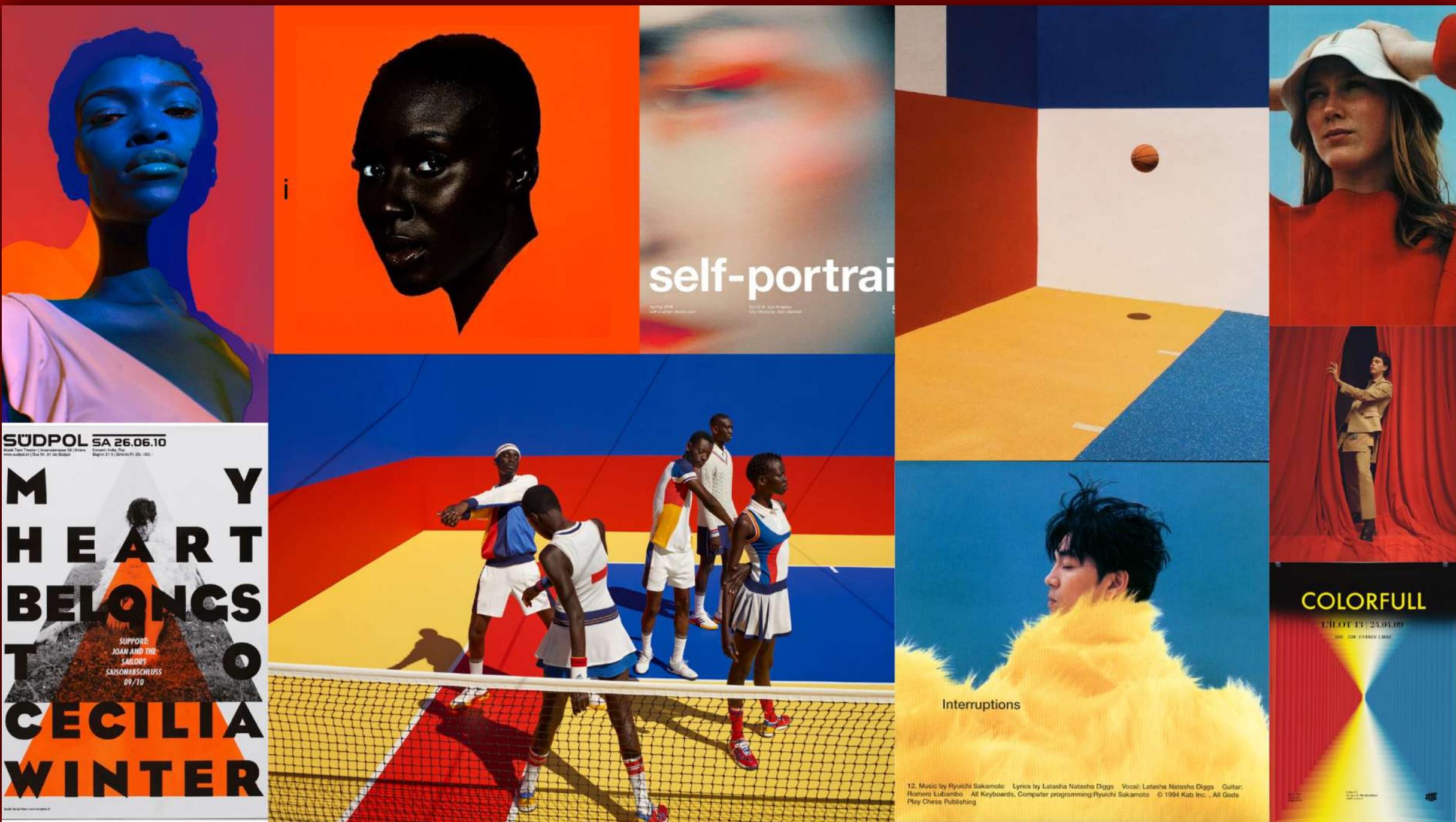
It has become very popular among eco-conscious fashion designers.

stylish

human-centric

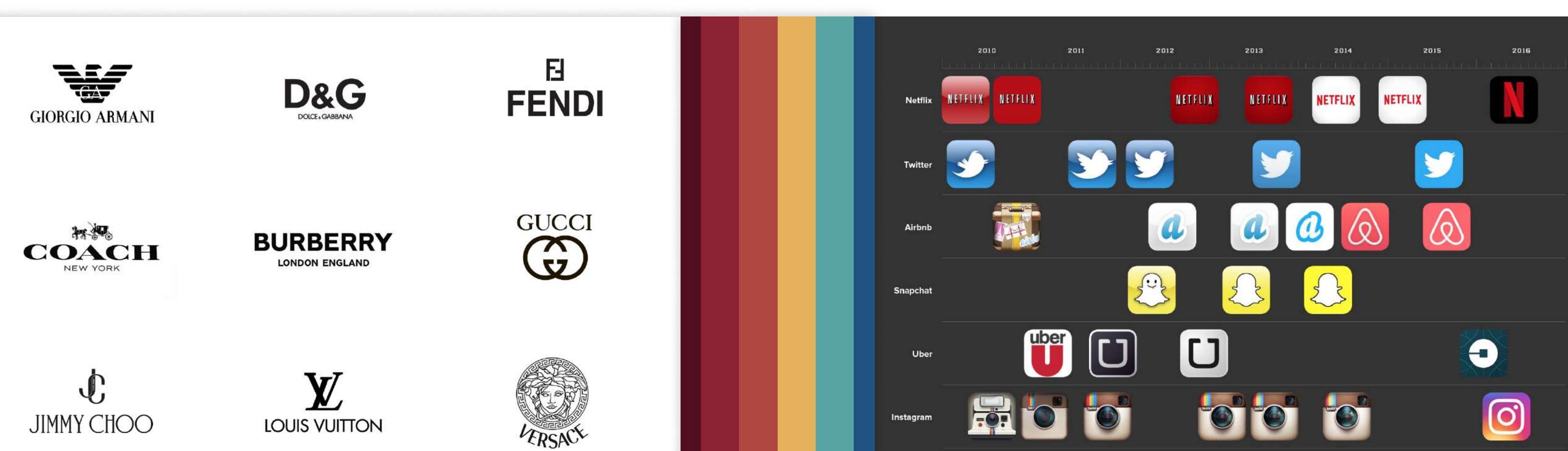
MOOD BOARD

I worked with the team to create a mood board to understand what kinds of imagery resonates with them and their brand.

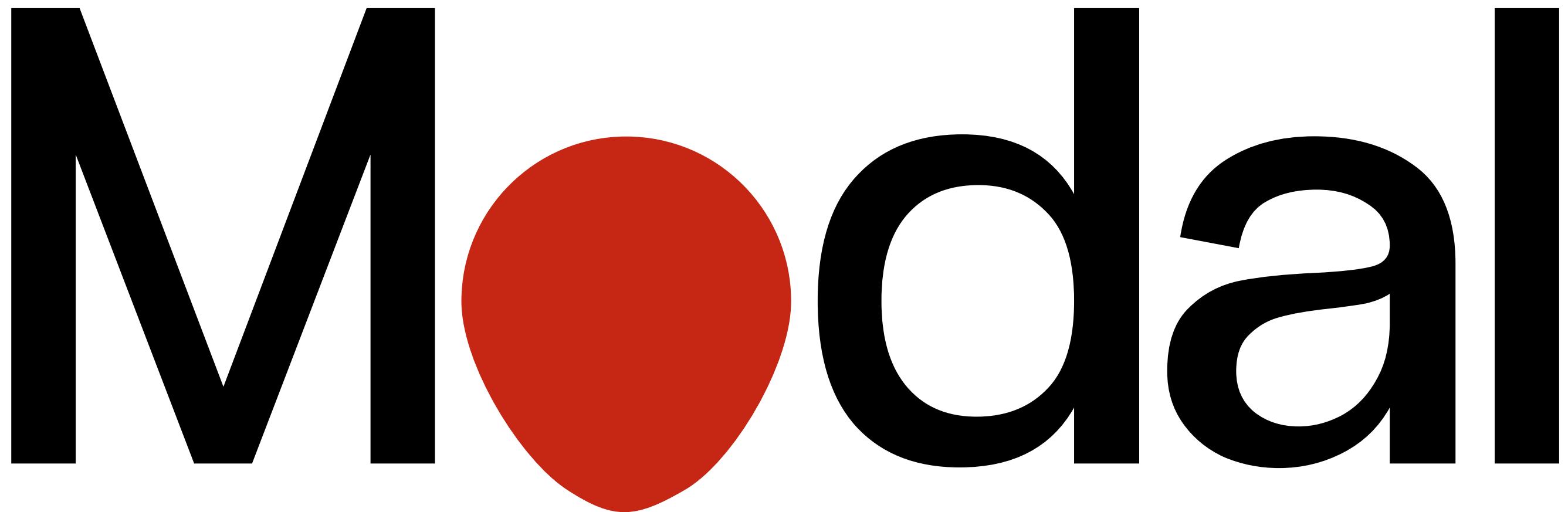


BRAND COMPETITIVE ANALYSIS

I worked to create a brand blending the elevated aesthetic of fashion brands with the flat design of apps today. I also studied the palettes of fashion media, such as Vogue and Vanity Fair.

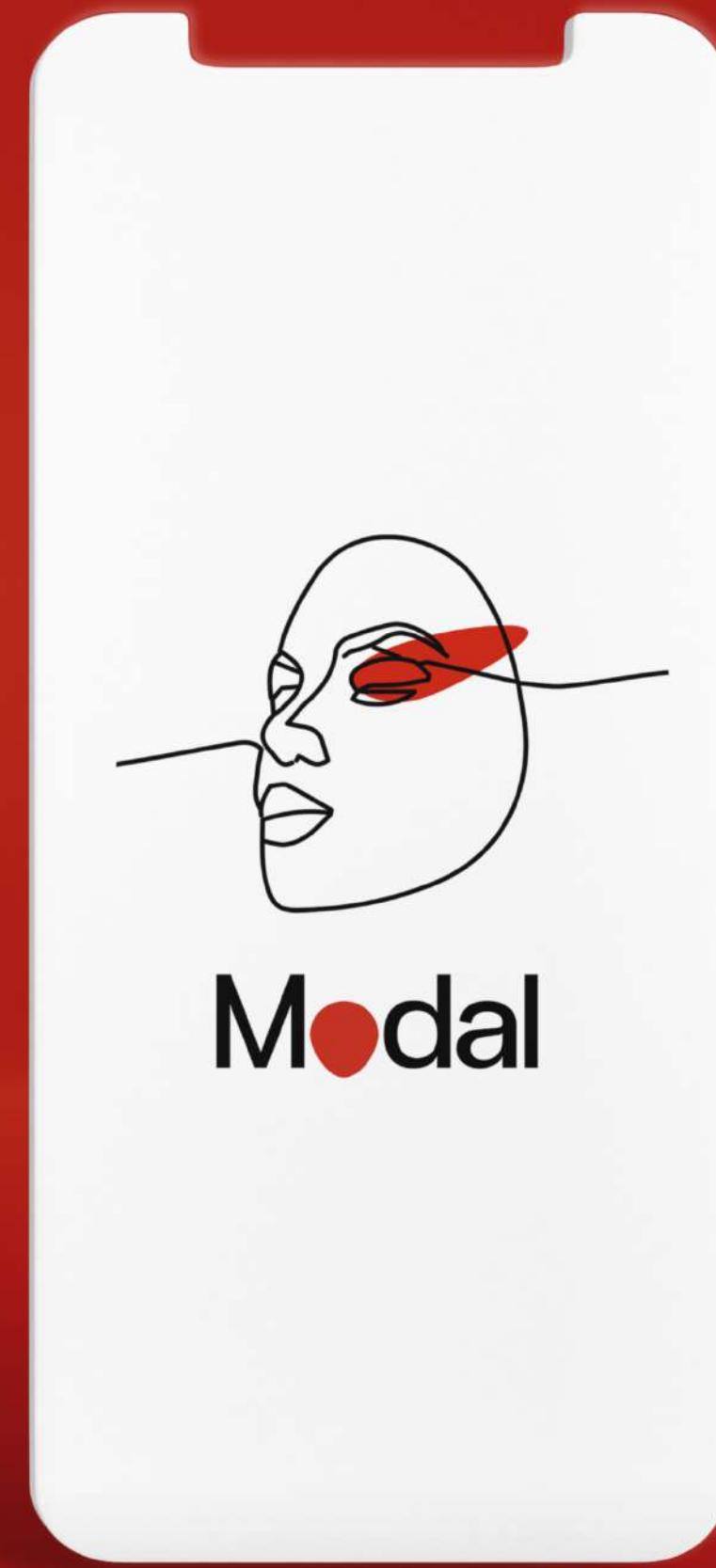


FINAL LOGO



The red color was chosen to evoke the sophistication of fashion media such as Vogue and Vanity Fair, balanced out by the humanist curves of Radio Grotesk, seen clearly in the “a”.

The red shape, inspired by the shape of dropping a piece of fabric onto a ball, is a common thread through visual patterns in the brand and morphs to represent human features.





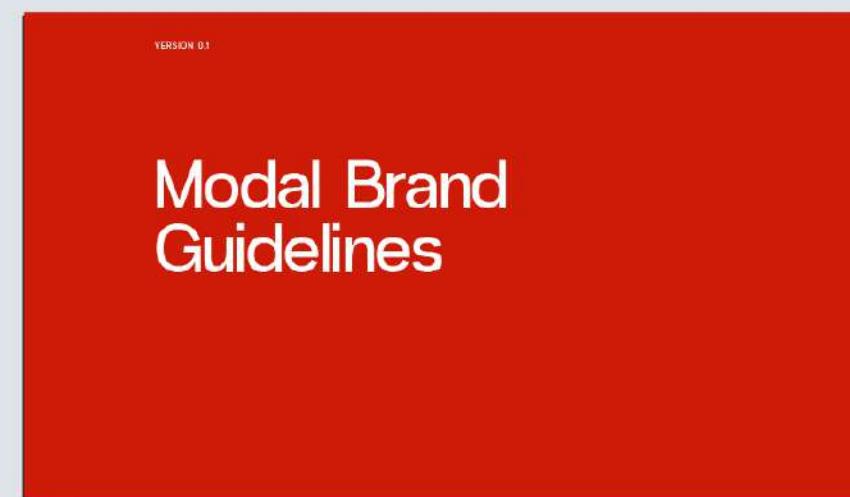
Mod



The new normal:
Fashion in 2031



As a primarily mobile brand, it was important that the brand function well as an app icon that would stand out immediately against the competition.



VERSION 0.1

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Modal Brand Guidelines

Overview

My gift to you: A custom set of minimalist brand guidelines for your next client brief. Use however you please, this document is to help you understand the fundamentals of creating a branding document from logo usage to visual moodboards.

Every serious designer deserves a guideline template to help illustrate the next project. This is me giving back to the design community.

Please do not reuse any of the logos and mockups in this document, they are for example use only. And please do not re-use the template for commercial purposes.

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Typography

Primary Typeface V2
Replace me - Some brands like to use a clean, sans-serif font like Helvetica or Arial. Others go for a more classic, rounded font like Georgia. Create a wider range of fonts as well, for logos and headings. When picking the typeface, make sure it goes with the mood. Make a mood board. It's important to stick to one and use it consistently.

Display Pro - 70 Bold
Radio Grotesk
ABCDEFIGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890@#\$%^&*

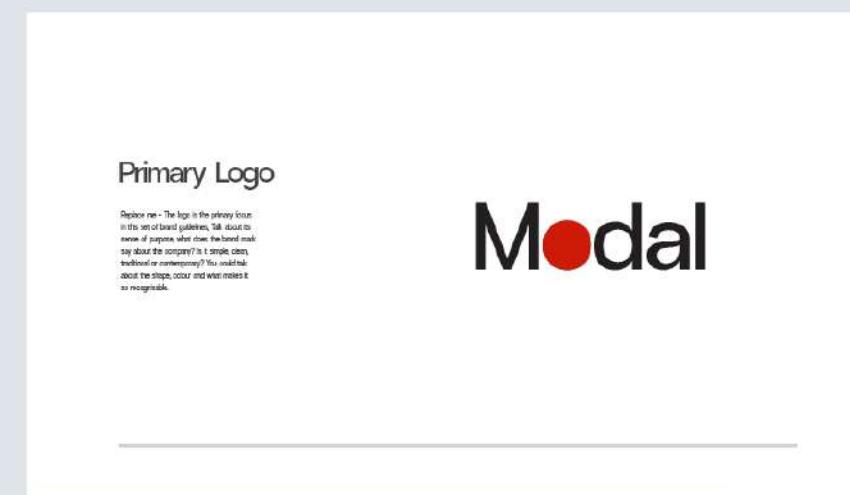
Character Tracking - 20px

Display Pro - 65 Roman
Radio Grotesk
ABCDEFIGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890@#\$%^&*

Character Tracking - 25px

Display Pro - 45 Light
Radio Grotesk
ABCDEFIGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890@#\$%^&*

Character Tracking - 20px



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Color Values

Replace me - Color adds personality and better recognizability to a brand, so it's an important part to consider. Tell about what colors are used and how they contribute to the overall look and feel? Why was the primary color chosen? Do the supporting colors play an important role in making the brand stand out? Are there specific uses for the colors and their combinations? And remember to include all color values.

Primary	Secondary	Grise	Milieu	Blanc
Rouge #E63946 HSL 30° 60% 46%	Nor #2A2A2A HSL 0° 0% 20%	Grise #777777 HSL 0° 0% 50%	Milieu #BDBDBD HSL 0° 0% 60%	Blanc #FFFFFF HSL 0° 0% 100%

TARGET AUDIENCE

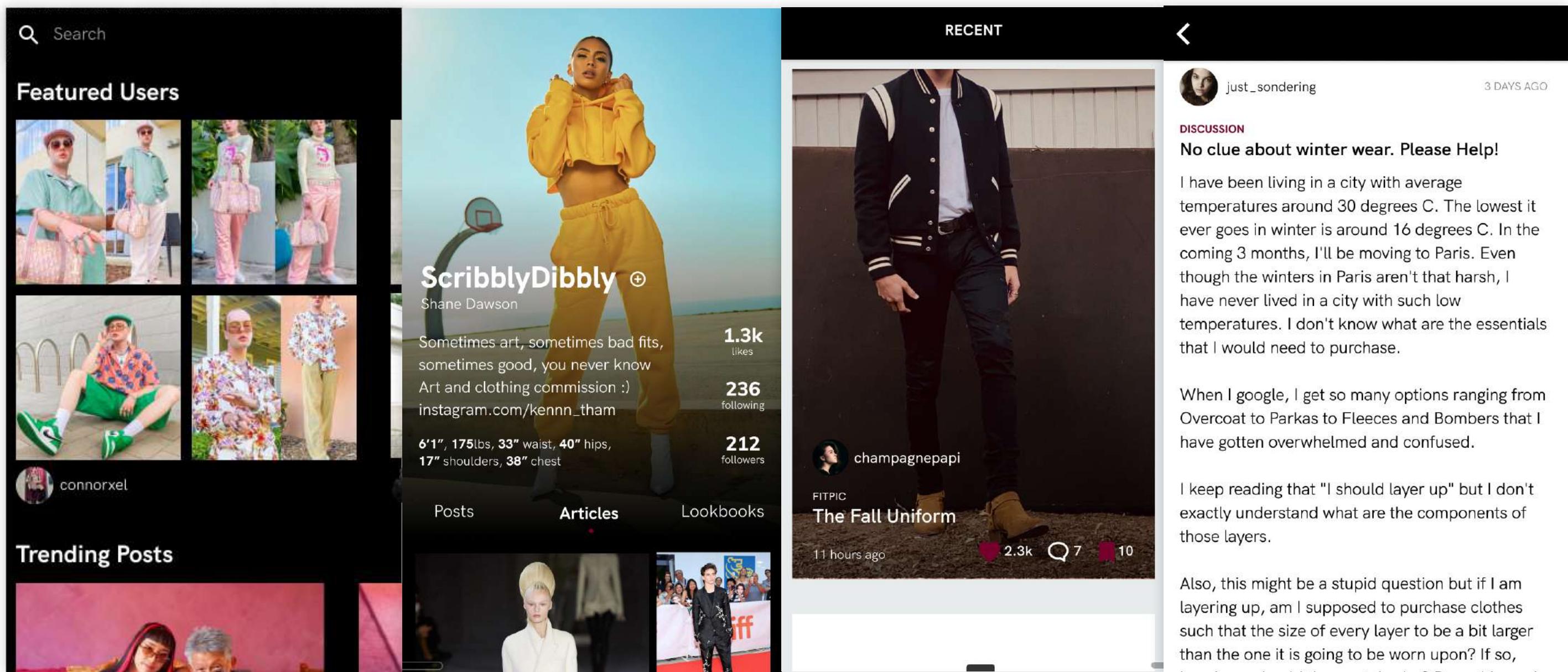
My interviews showed that the demographic most interested in Modal was **18-30 year olds**, men and women.

USER STORIES

Beginner	Explorer	Enthusiast	Influencer
<p>As someone new to fashion, I want to be able to post questions and also participate in discussions so that I can learn.</p>	<p>As someone who wants to evolve my fashion sense, I want to find similar styles to my own so that I can expand my style.</p>	<p>As someone who is a fashion enthusiast, I want to be able to post my outfits and gain a social media following.</p>	<p>As someone who is an influencer, I want to be able to post images of my outfits with a list of items to promote brands.</p>

DESIGN PROCESS

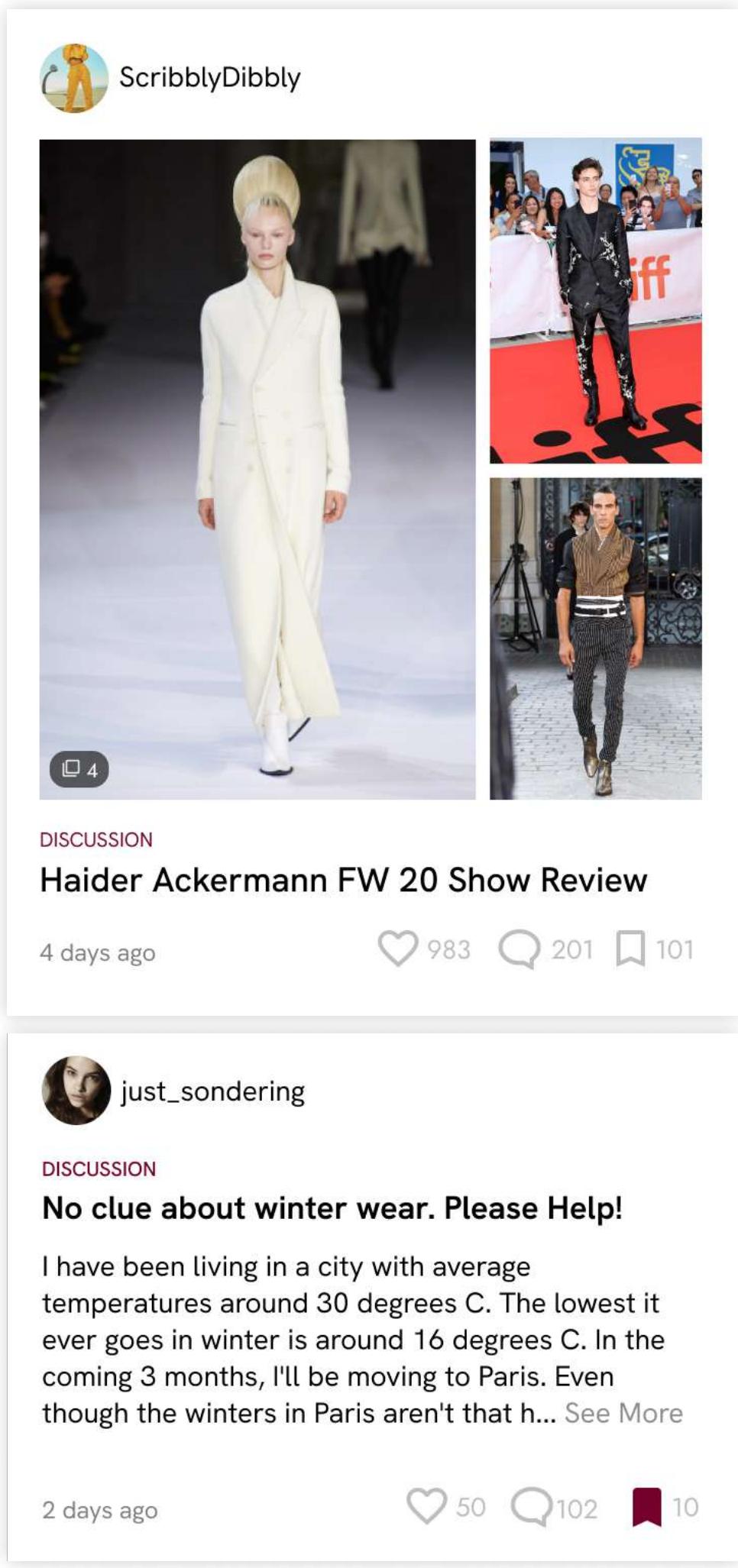
I sketched wireframes to explore concepts, and some became higher fidelity mocks.



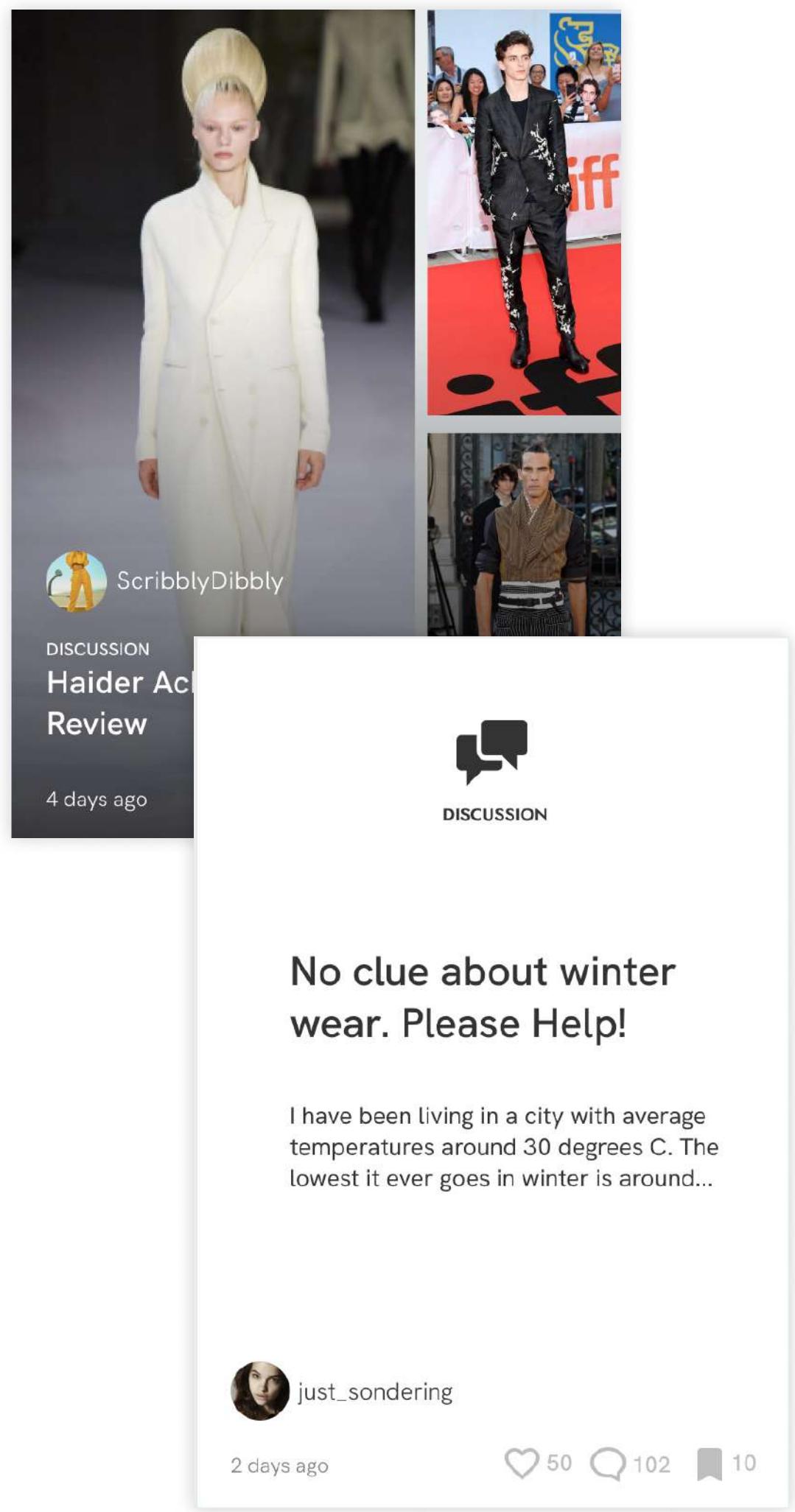
USER VALIDATION TESTING

Example: Two radically different feed layouts were tested, with different styles for image and text posts. Users preferred the one with the large text post, similar to Facebook's large text posts. I found that users spent more time looking at posts in this format.

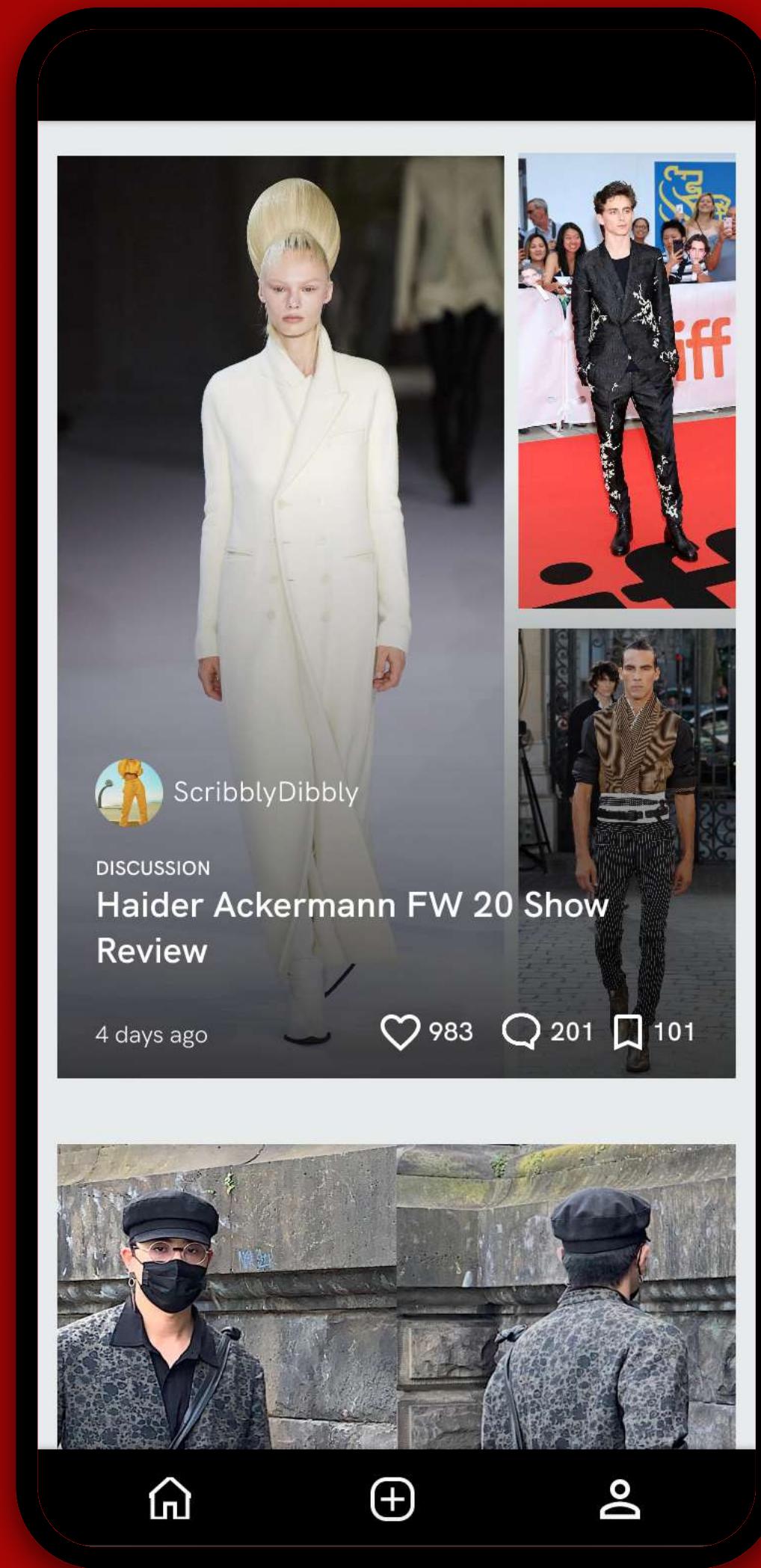
Before



After

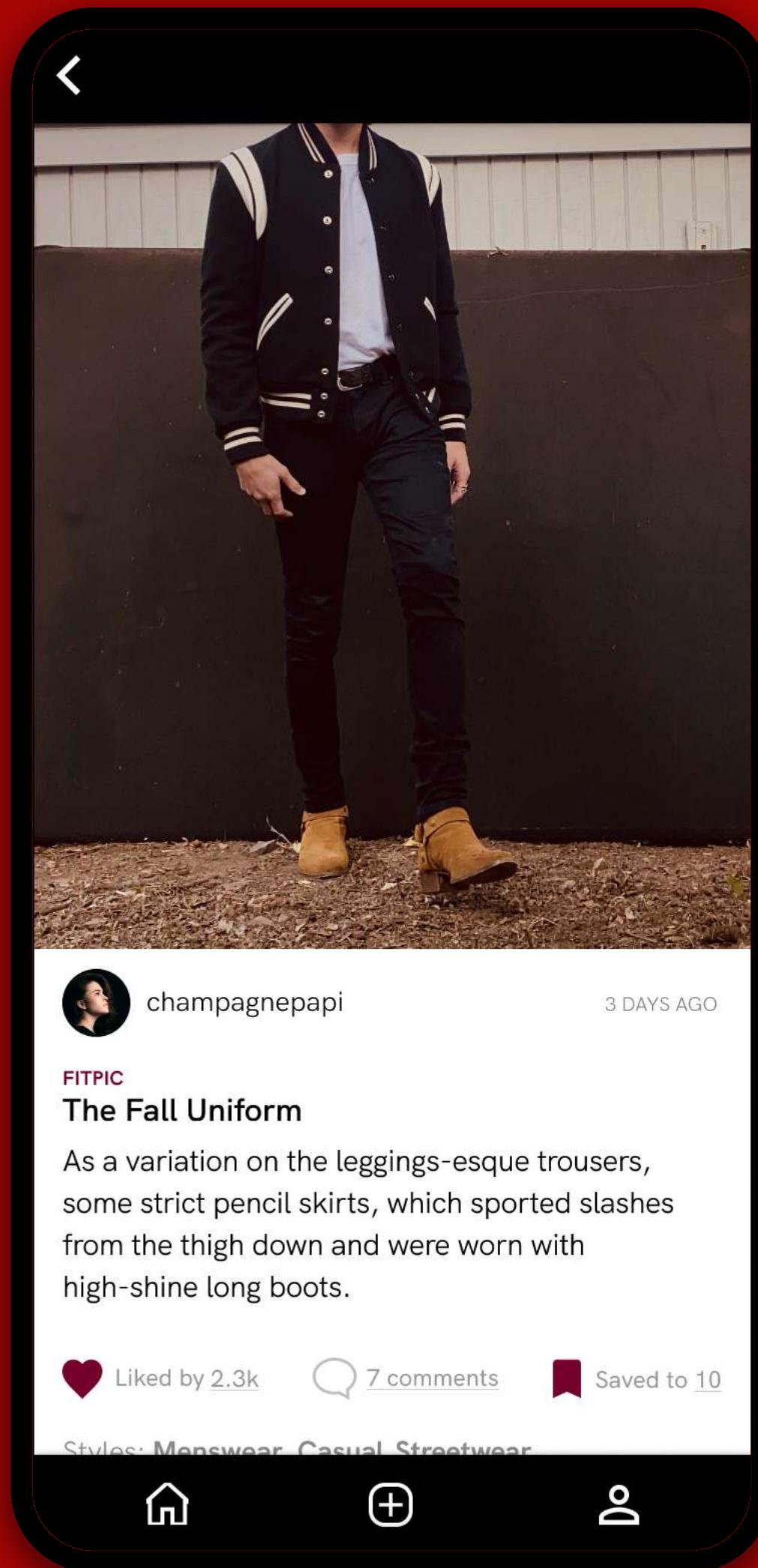


MAIN FLOW



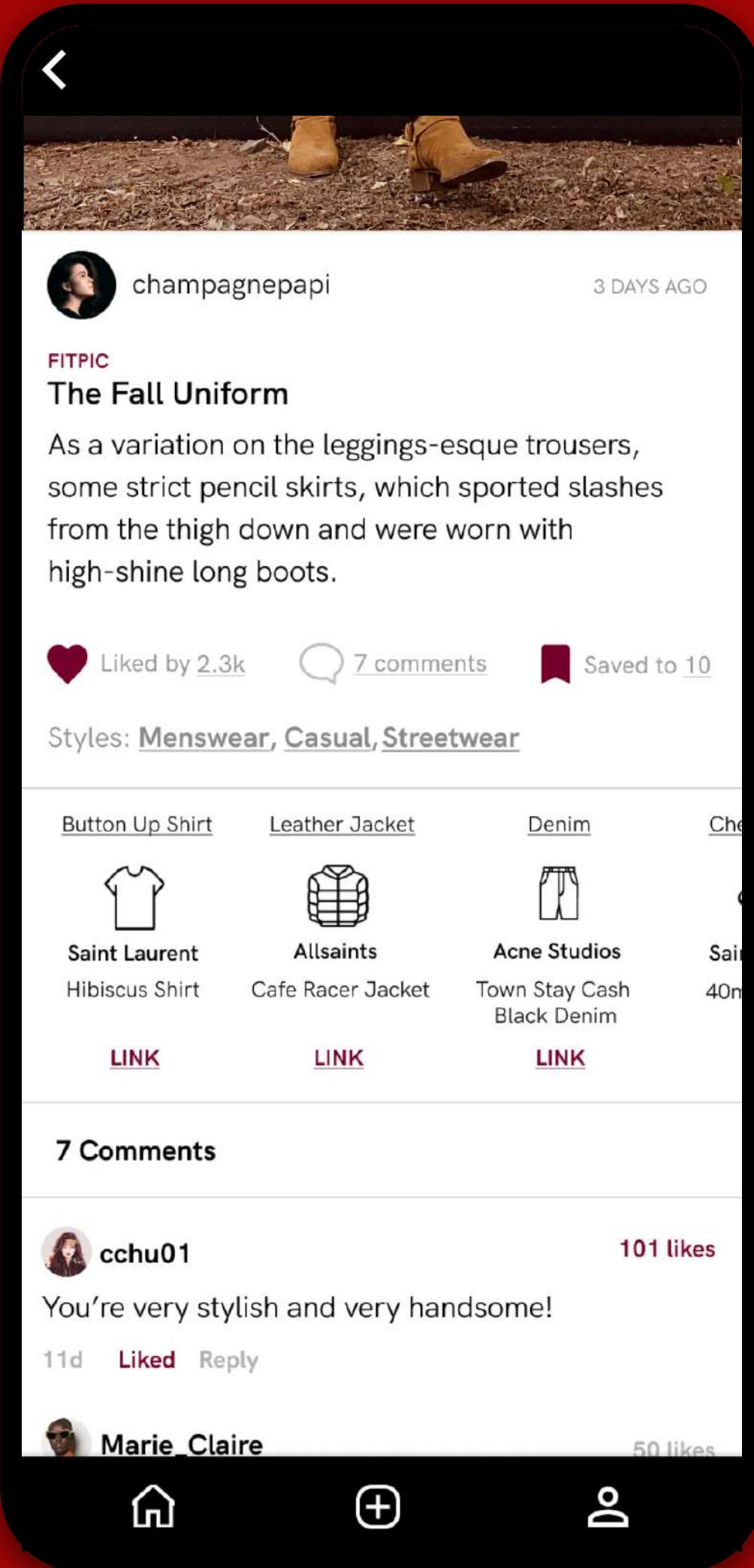
The feed page. See the special scrolling animation at <https://thaotn.me/modal-feed.gif>, made as a blend of Tiktok and Reddit's scrolling to engage users with immersive fuller screen experiences.

MAIN FLOW



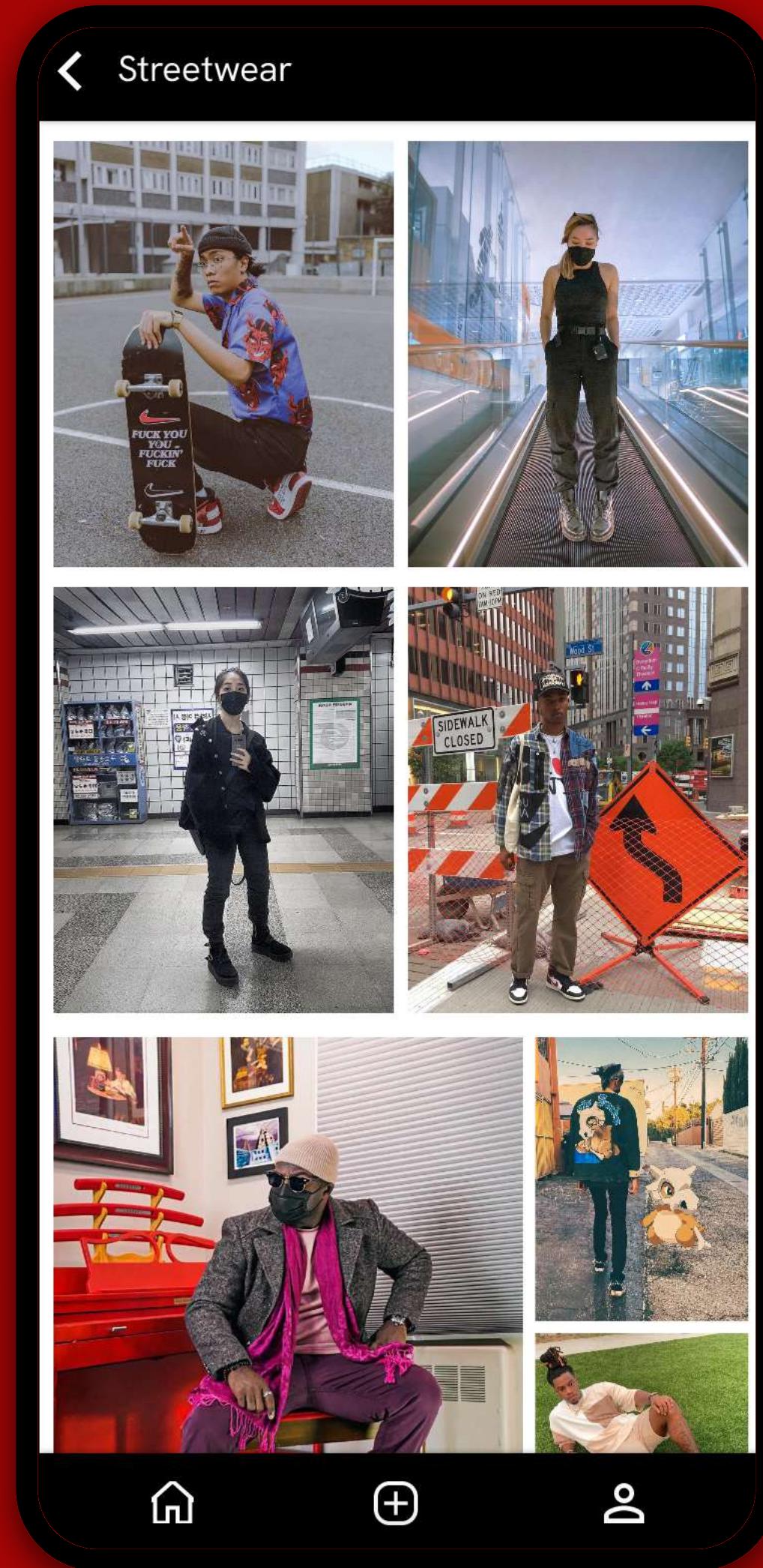
The initial view for the post page. I had the image be large with no border or padding to make the experience more engaging.

MAIN FLOW



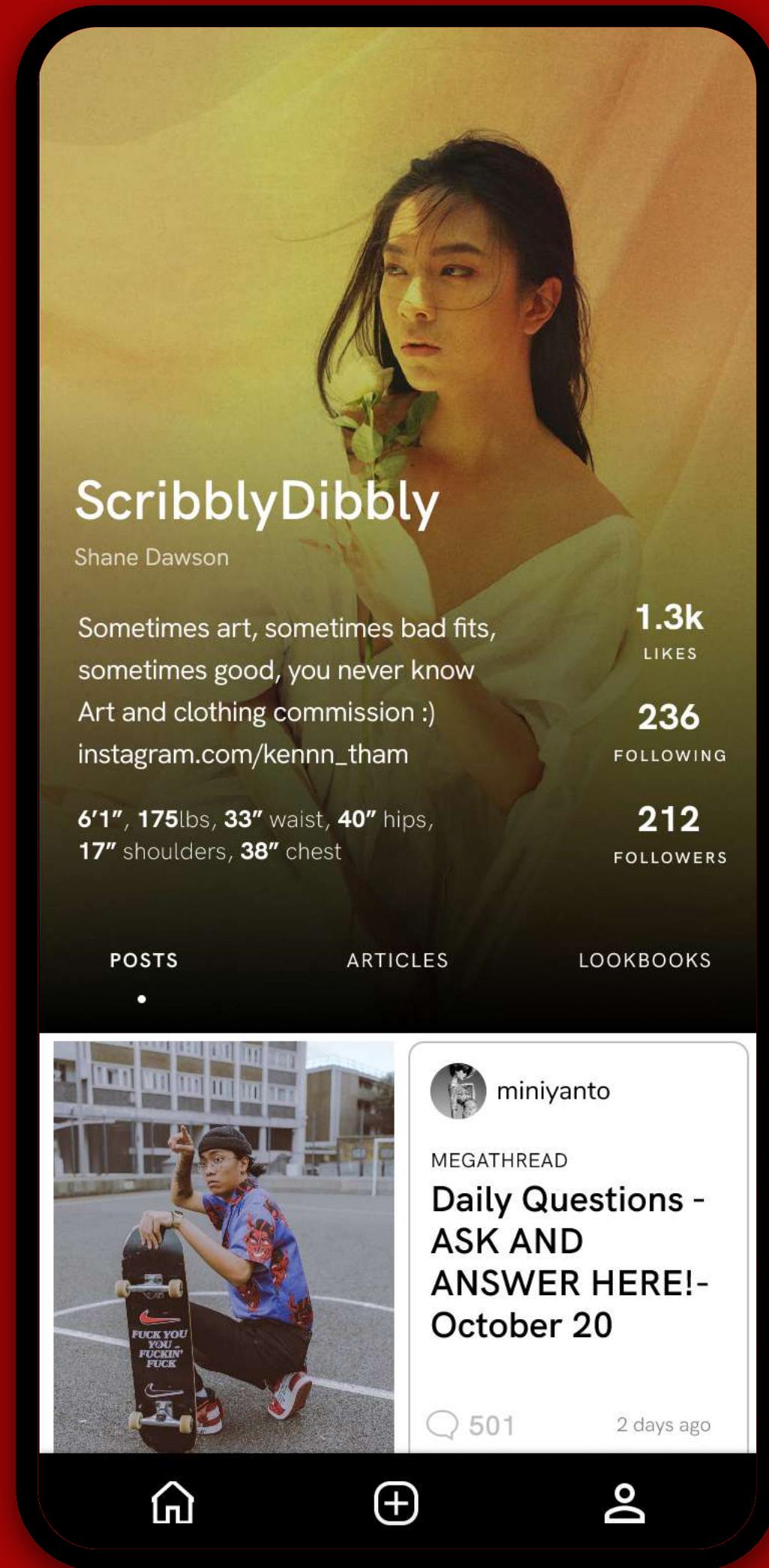
Further down in the post page, I added style and clothing item data to allow users to explore more outfits in their style, to find more outfits with the clothes that they own, and to sell items for influencers.

MAIN FLOW



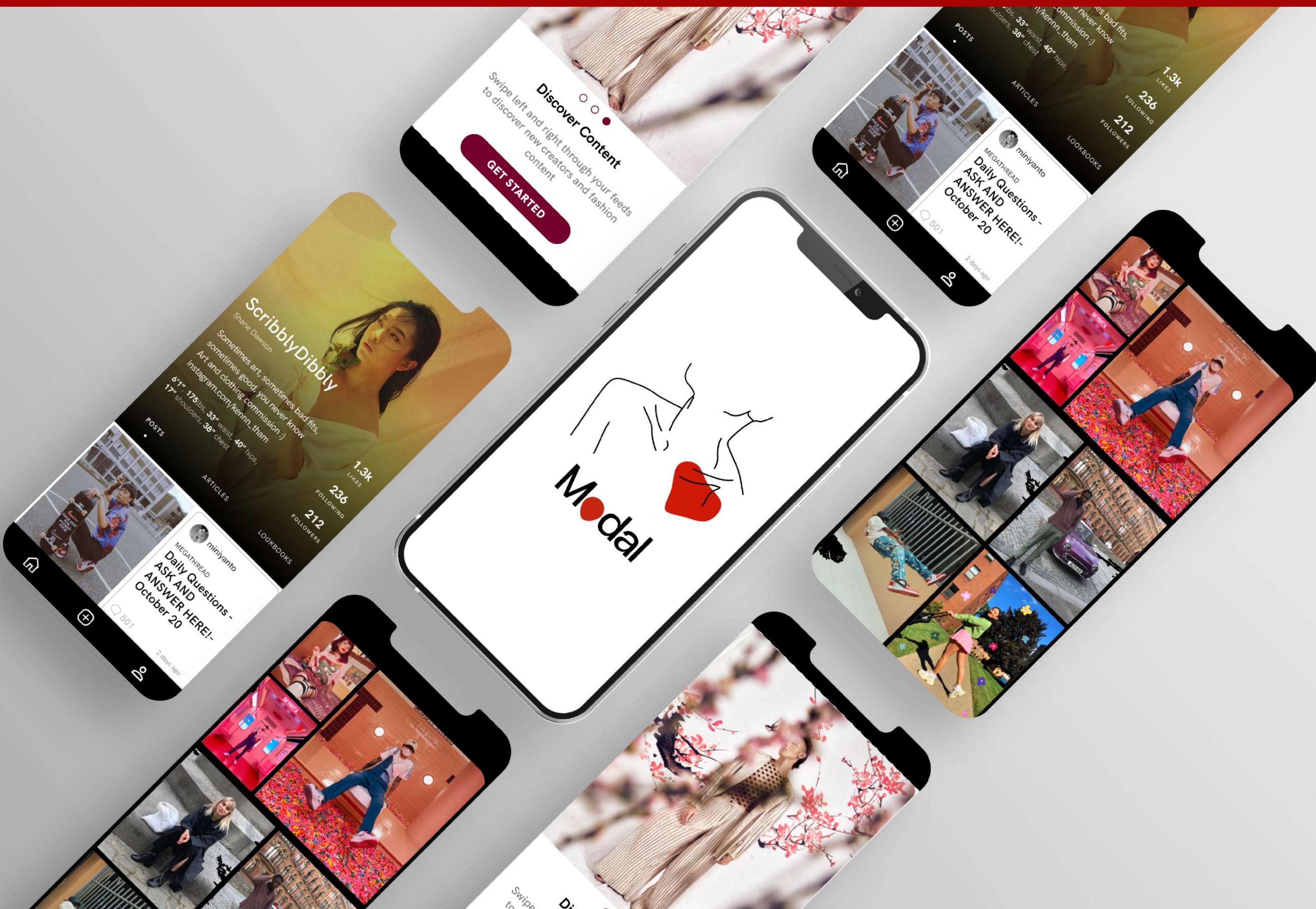
The style page, after navigating to it from the post page. This is where users can discover new looks in their style and be inspired, and also where users can explore other posts and users.

MAIN FLOW



The profile page. On top of being immersive, I added measurements because I found that users felt current social media had fashion posts, but having no measurement data made them not useful.

FINISHED PRODUCT



“

[Thao] worked tirelessly throughout the process, from brainstorming ideas, to drafting initial sketches, to creating vector drawings, to iterating on feedback and perfecting every last detail.

”

– Modal business lead